

EXHIBIT 34



dbAccess Global Consumer Conference

Elliot Jordan, CFO

FARFETCH

12 June 2019

IMPORTANT NOTICE

This presentation, and the accompanying oral presentation, contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this presentation and the accompanying oral presentation that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding future financial performance, development of the luxury market, future industry dynamics, as well as statements that include the words "expect," "intend," "plan," "believe," "project," "forecast," "estimate," "may," "should," "anticipate" and similar statements of a future or forward-looking nature. These forward-looking statements are based on management's current expectations. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to: purchasers of luxury products may not choose to shop online in sufficient numbers; our ability to generate sufficient revenue to be profitable or to generate positive cash flow on a sustained basis; the volatility and difficulty in predicting the luxury fashion industry; our reliance on a limited number of retailers and brands for the supply of products on our Marketplace; our reliance on retailers and brands to anticipate, identify and respond quickly to new and changing fashion trends, consumer preferences and other factors; our reliance on retailers and brands to make products available to our consumers on our Marketplace and to set their own prices for such products; our reliance on information technologies and our ability to adapt to technological developments; our ability to acquire or retain consumers and to promote and sustain the Farfetch brand; our ability or the ability of third parties to protect our sites, networks and systems against security breaches, or otherwise to protect our confidential information; our ability to successfully launch and monetize new and innovative technology; our dependence on highly skilled personnel, including our senior management, data scientists and technology professionals, and our ability to hire, retain and motivate qualified personnel; Mr. Neves' considerable influence over important corporate matters due to his ownership of us, and our dual-class voting structure's limit on your ability to influence corporate matters, including a change of control; and the other important factors discussed under the caption "Risk Factors" in our annual report on Form 20-F filed with the U.S. Securities and Exchange Commission ("SEC") on March 1, 2019, as such factors may be updated from time to time in our other filings with the SEC, which are accessible on the SEC's website at www.sec.gov. In addition, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements that we may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation and the accompanying oral presentation are inherently uncertain and may not occur, and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Accordingly, you should not rely upon forward-looking statements as predictions of future events. 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Management estimates are derived from publicly available information released by independent industry analysts and other third-party sources, as well as data from our internal research, and are based on assumptions made by us upon reviewing such data, and our experience in, and knowledge of, such industry and markets, which we believe to be reasonable. In addition, projections, assumptions and estimates of the future performance of the industry in which we operate and our future performance are necessarily subject to uncertainty and risk due to a variety of factors, including those described above. These and other factors could cause results to differ materially from those expressed in the estimates made by independent parties and by us.

This presentation, and the accompanying oral presentation include certain financial measures not presented in accordance with the International Financial Reporting Standards (IFRS) including but not limited to, Adjusted EBITDA, Adjusted Revenue, Platform Services Revenue, Platform Gross Profit and Platform Order Contribution. These financial measures are not measures of financial performance in accordance with IFRS and may exclude items that are significant in understanding and assessing the Company's financial results. Therefore, these measures should not be considered in isolation or as an alternative to loss after tax, revenue, gross profit or other measures of profitability, liquidity or performance under IFRS. You should be aware that the Company's presentation of these measures may not be comparable to similarly-titled measures used by other companies, which may be defined and calculated differently. See the appendix for a reconciliation of these non-IFRS measures to the most directly comparable IFRS measure.

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\$1.5bn LTM GMV

FARFETCH
at a Glance



1.7m active consumers

Introducing Farfetch

We are the world's only marketplace for luxury at scale with powerful network effects



TECHNOLOGY
PLATFORM

PARTNER
RELATIONSHIPS

GLOBAL END-TO-END
LOGISTICS OFFERING

Farfetch's 3 Original Insights

1

Digital will transform the luxury industry

F

Revolutionize the luxury shopping experience

2

There needs to be a global platform for curated aggregation of the best brands and retailers

F

Empower and connect consumers, curators and creators through technology

3

Existing platforms are not tailored to service the modern luxury consumer and not compatible with luxury brands

F

Manage customer experience end-to-end

Luxury Industry Overview



+ 10,000s of smaller brands and independent designers

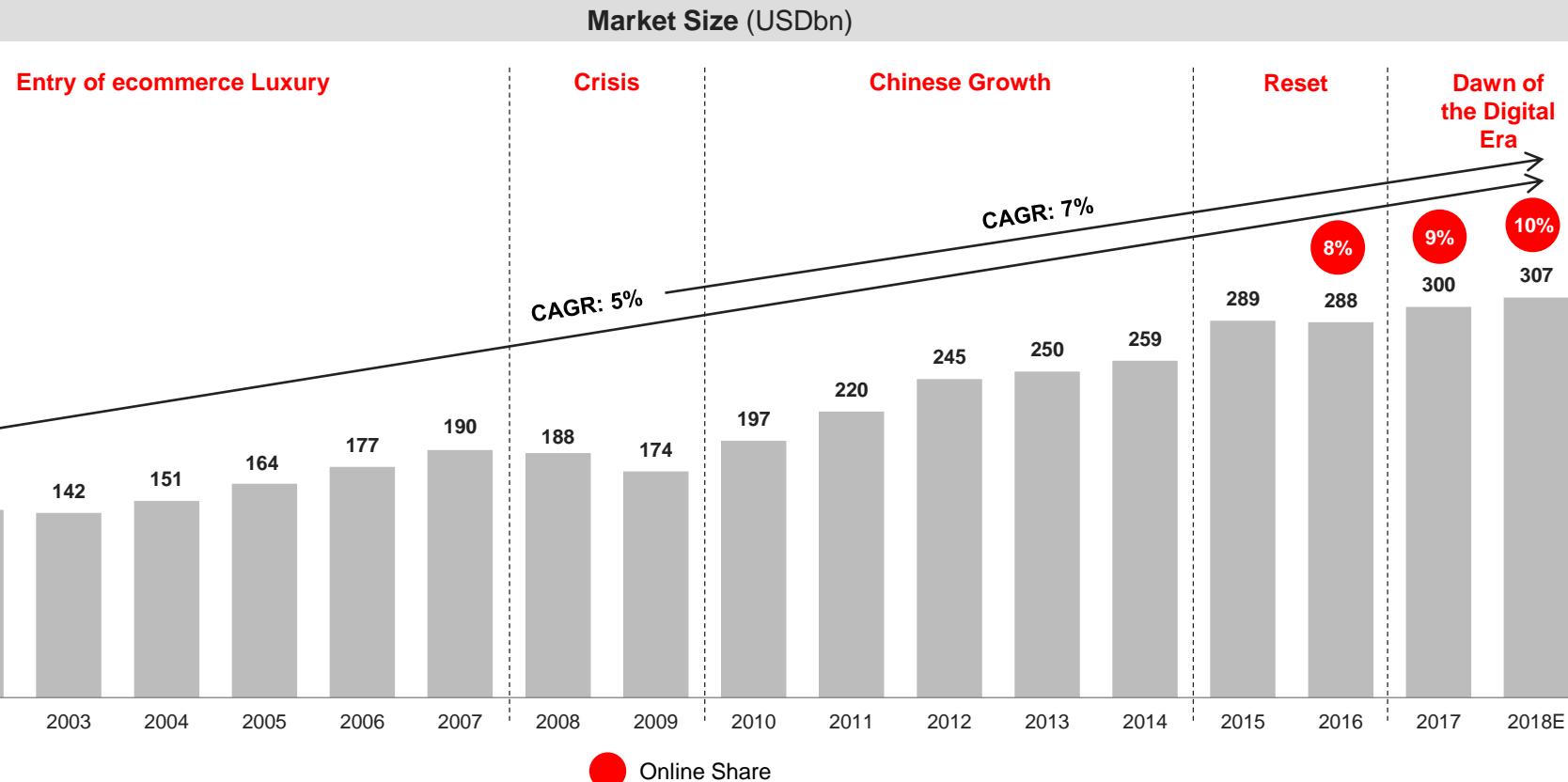
Craftsmanship
and Heritage

Strong Focus
on Brand Image

Control

Scarcity

Phases of Development of the Luxury Market



Attractive Industry Dynamics

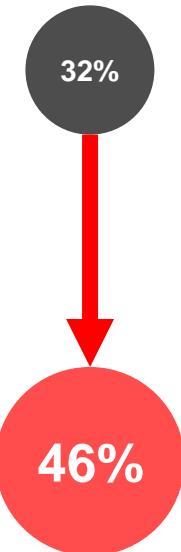
~\$430bn Global Personal Luxury Goods Market by 2025F

Emerging Market Growth

Share of Chinese Consumers (by Nationality) in Personal Luxury Goods Sales

2017

32%

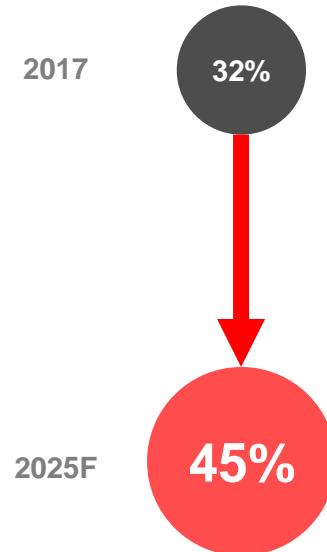


Generational Shift

Gen Y and Z Share in Global Personal Luxury Goods Sales

2017

32%



Luxury Purchases Online

% Online Penetration

2017

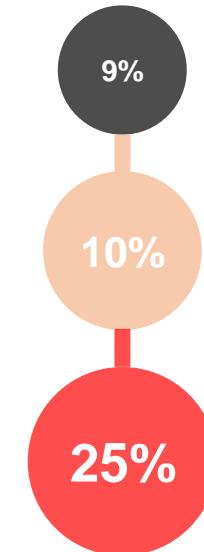
9%

2018E

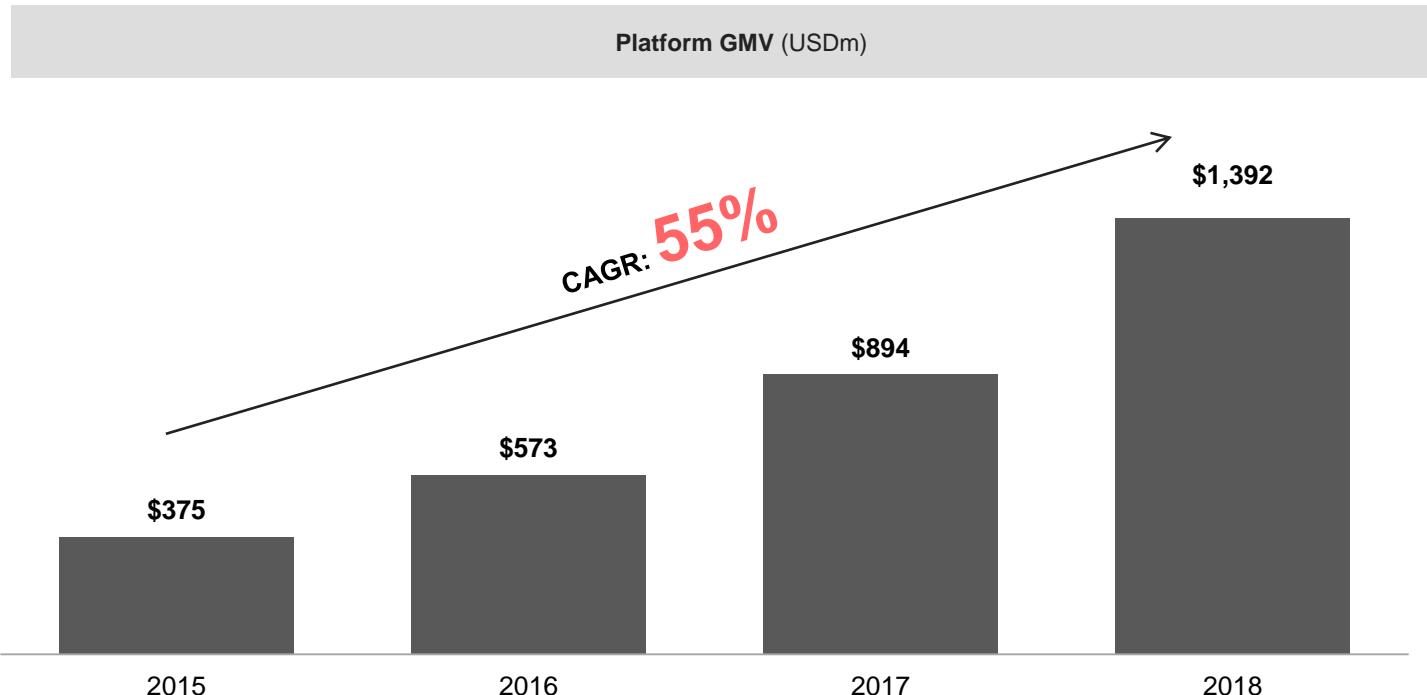
10%

2025F

25%



Farfetch Platform Growing 2x¹ as Fast as the Online Luxury Market



¹ Source: Bain & Company, "Altagamma 2018 Worldwide Luxury Market Monitor". Bain projects 20% CAGR for the online personal luxury goods market through to 2025.

Marketplaces

FARFETCH

STADIUM GOODS®

Farfetch Platform Solutions

Black &
White

Store of the
Future

CURIOSITY CHINA
A FARFETCH COMPANY

FARFETCH Technology Platform



Photography



Inventory
Management



Payments



Fulfilment

Premier Luxury Gateway to China

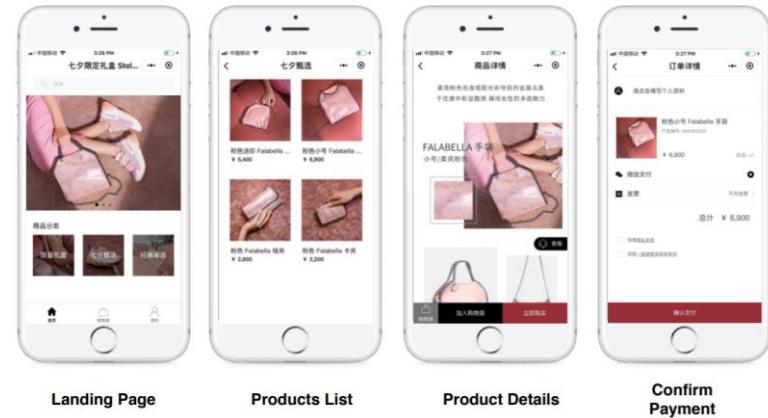
JD



FARFETCH APP



CURIOSITYCHINA



Farfetch's acquisition of Toplife from JD.com and Level 1 access on the JD app, combined with Farfetch's other capabilities in China, creates the *Premier Luxury Gateway to China* to help luxury brands succeed in the Chinese market

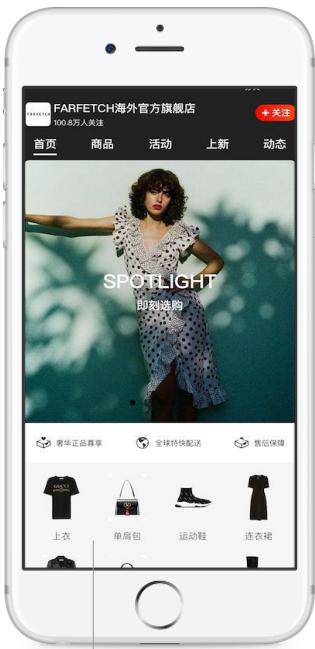
FARFETCH.CN SITE



Farfetch / JD Store Homepage

Editorial entrance

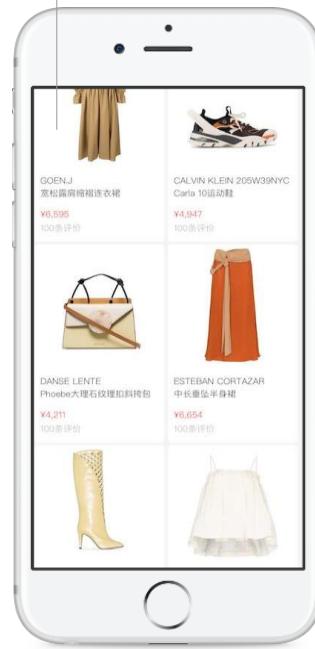
Recommended products in JD module



Popular categories



Top luxury brands



We Have the Broadest Range and SKU Count of Luxury Brands Globally

\$400m

\$250m

\$150m

\$50m

Shelf Value¹

of SKUs

50k

100k

150k

200k

250k

300k

● Other Online Luxury Retailer

FARFETCH

8x SKUs than Closest Competitor
>3,200 Brands²
>\$3.0bn Seller's Stock Value³

Limited Inventory

Farfetch Is No. 1 by SKU Count for...



PRADA

BOTTEGA VENETA

Salvatore Ferragamo

FENDI

SAINT LAURENT PARIS

D&G DOLCE & GABBANA

Ermenegildo Zegna

MONCLER

Chloé

VALENTINO



JIMMY CHOO

BALLY

Maison Margiela PARIS

MOSCHINO



GIVENCHY

LANVIN PARIS

BALMAIN PARIS

AQUAZZURA FIRENZE



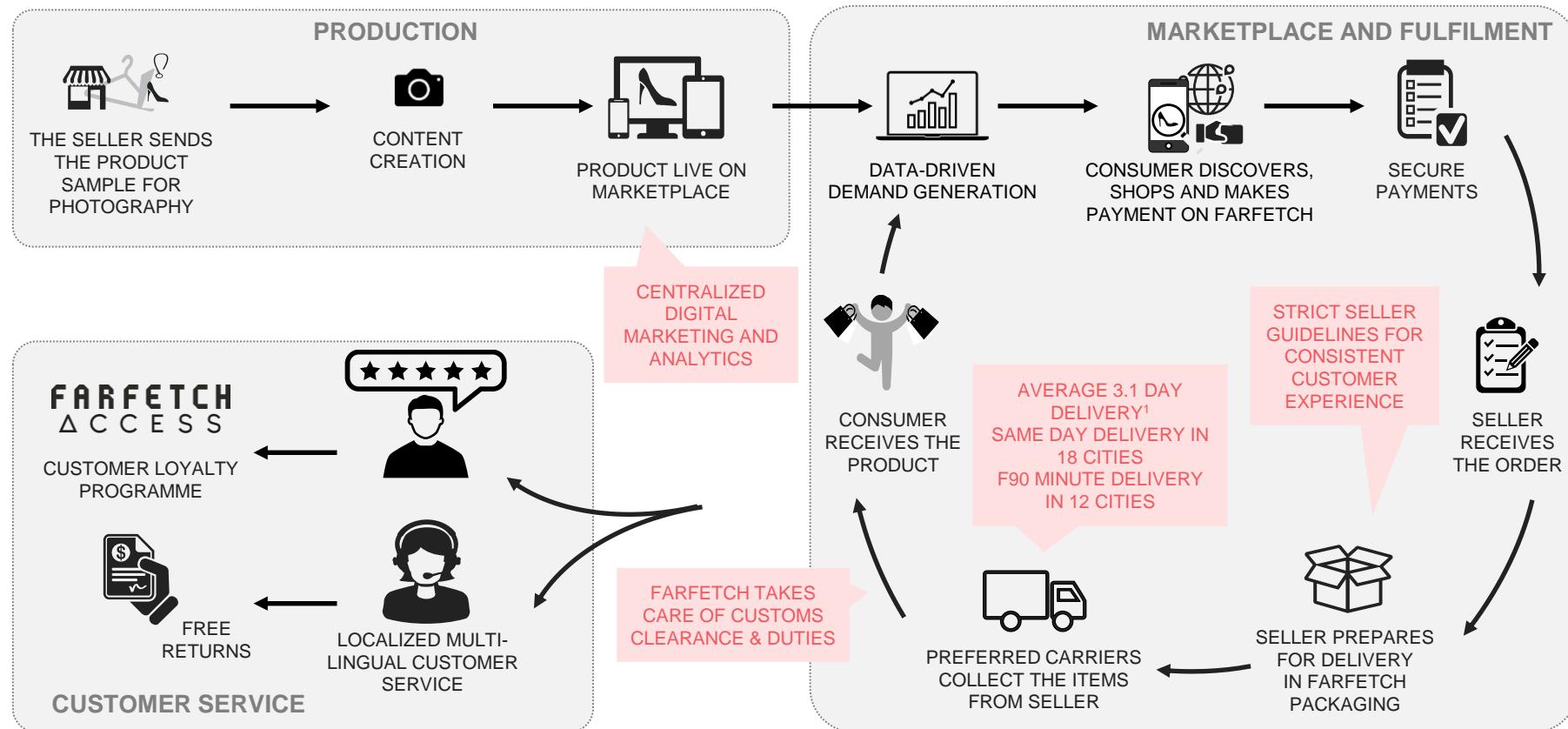
MARNI

Source: RE Analytics as at April 30th, 2019; Company information.

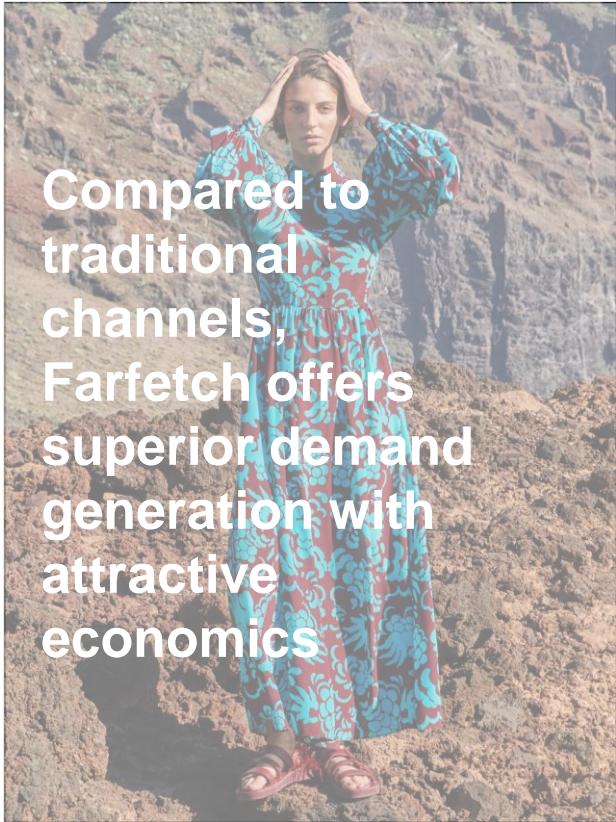
¹ Shelf value is the combined value of the retail unit price of all SKUs available on our Marketplace. EUR to USD as of April 30th, 2019.

² Brands available via direct brand partnerships and retailers on the marketplace. ³ Combined value of all stock units available on our Marketplace multiplied by each item's retail unit price. Autumn / Winter 2018 as at December 31, 2018.

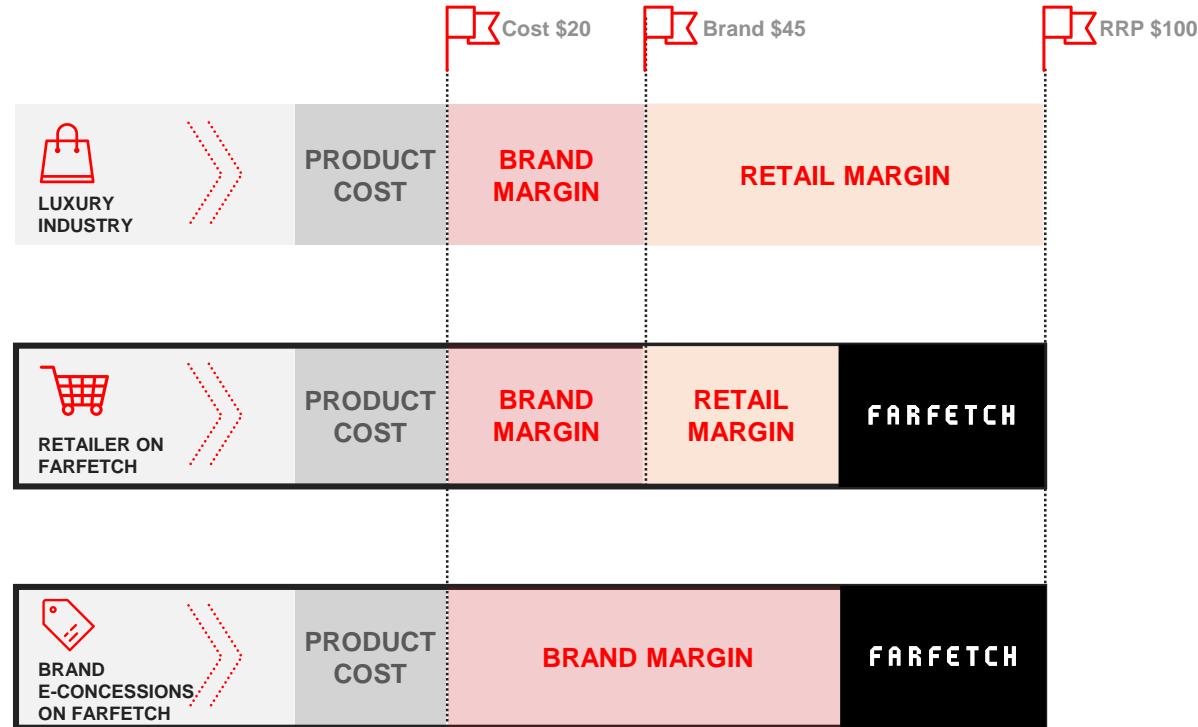
We Control Every Step of the Luxury Experience



With a Compelling Economic Model for Brands and Retailers



Illustrative Example of Unit Economics



Understanding the Farfetch Customer

# ACTIVE CUSTOMERS (LTM TO Q1 2019)	AVERAGE AGE	FEMALE CUSTOMERS %	AVERAGE ANNUAL SPEND WITH FARFETCH ¹
1.7m	~35 years <i>>50% customers are Millennials</i>	~60%	\$1,000+

Key Factors when Shopping for Fashion Online

Range of brands



Hottest & unique products



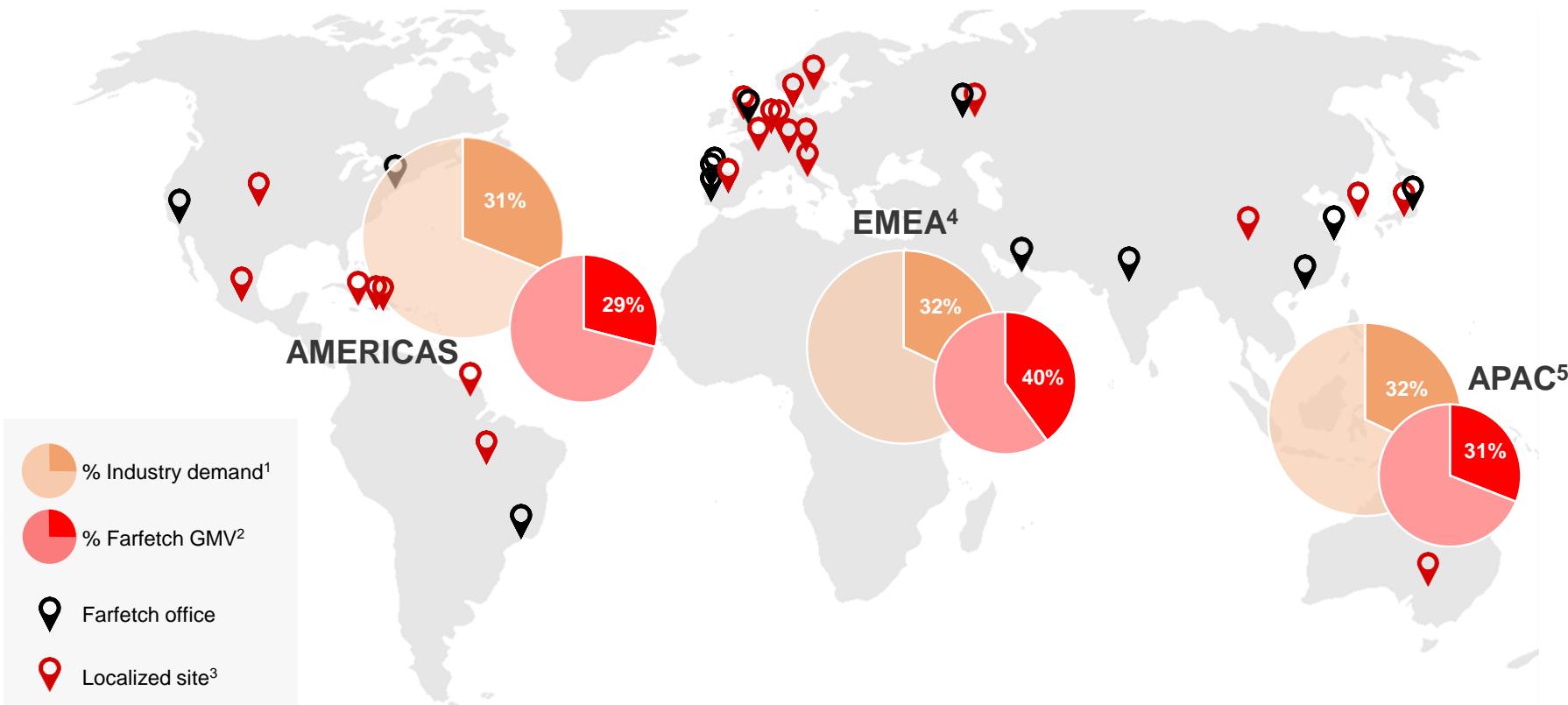
Quality & authenticity



Luxury service



Farfetch Is a Global Platform

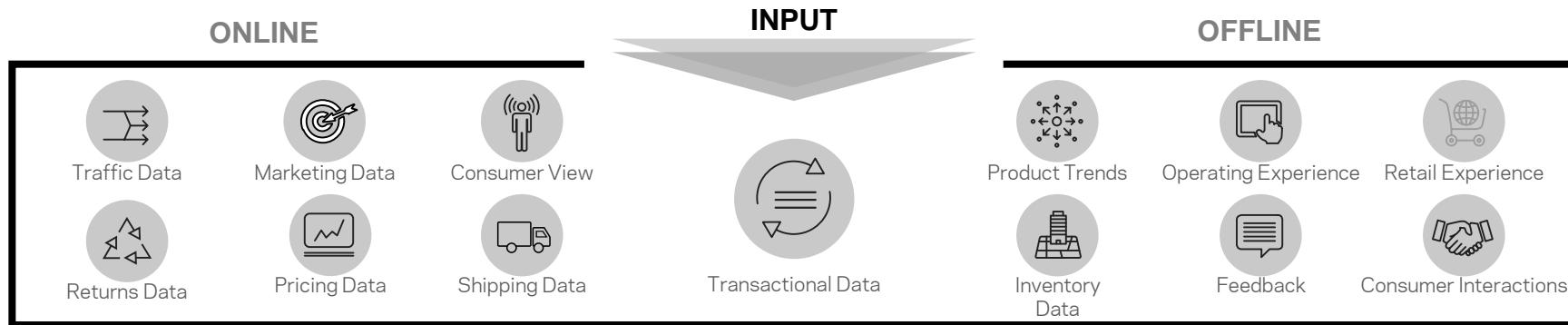


Source: Farfetch GMV in 2018, offices and sites from Company information; industry demand from Bain & Company.

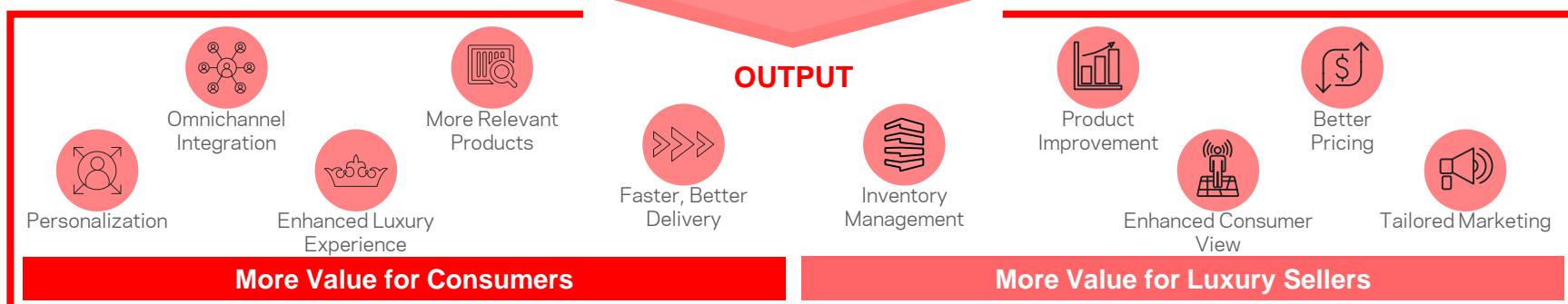
¹ For the year 2018E excluding RoW which is 5%. Data split by location of consumers. ² Farfetch GMV in FY 2018. ³ Localized indicates a site with local language and/or currency.

⁴ Industry demand, according to Bain & Company, based on Europe only. ⁵ Industry demand, according to Bain & Company, based on Mainland China, Japan and Rest of Asia.

Data Insights Benefit Brands, Boutiques and Consumers



FARFETCH PLATFORM



Our Growth Strategy

TECHNOLOGY

Continuing to invest in new technologies and innovation

- Third Party Marketplaces
- Farfetch Platform Solutions
- Localized customer experiences

BRAND

Building Farfetch brand awareness

- Digitally native brand building
- “Communities” content initiative provides inspiration
- Exclusive collaborations

SUPPLY

Increasing product supply and our luxury seller base

- Increasing supply from existing luxury sellers
- Adding brands, retailers, department stores, other partners
- Expanding into new categories

DEMAND

Leverage strong consumer economics

- Demand generation flywheel
- Customer retention driving LTVs
- Global reach

PLATFORM AS AN ENABLER

Our Finance Strategy



Drive GMV growth and continue to capture market share as the category leader



Continue to drive attractive unit economics in our consumer base



Scale the business to drive operating leverage

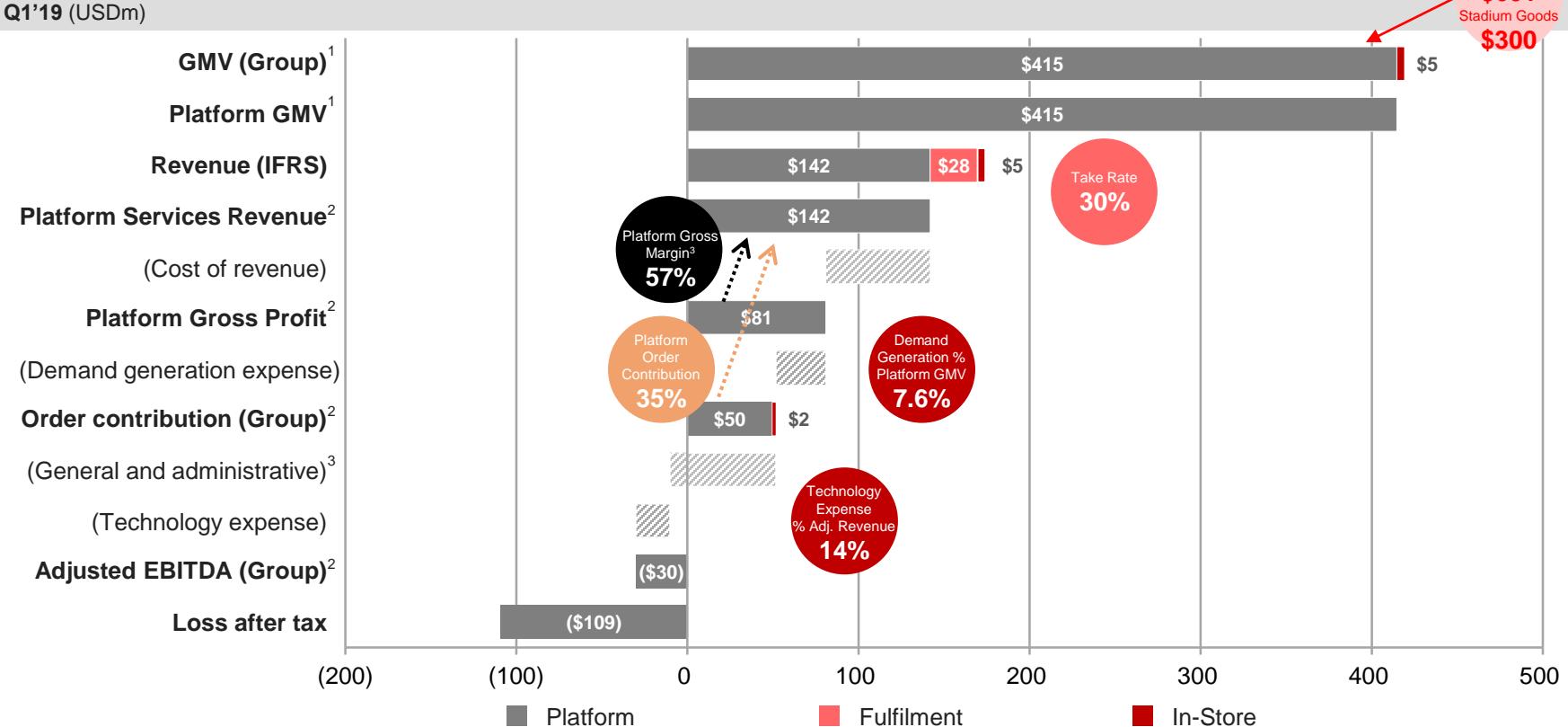


Invest in technology and marketing to deliver sustainable growth with a clear path to long-term profitability



Deliver Platform-level EBITDA margins, with favorable WC dynamics and low capital expenditure

Results of Operations



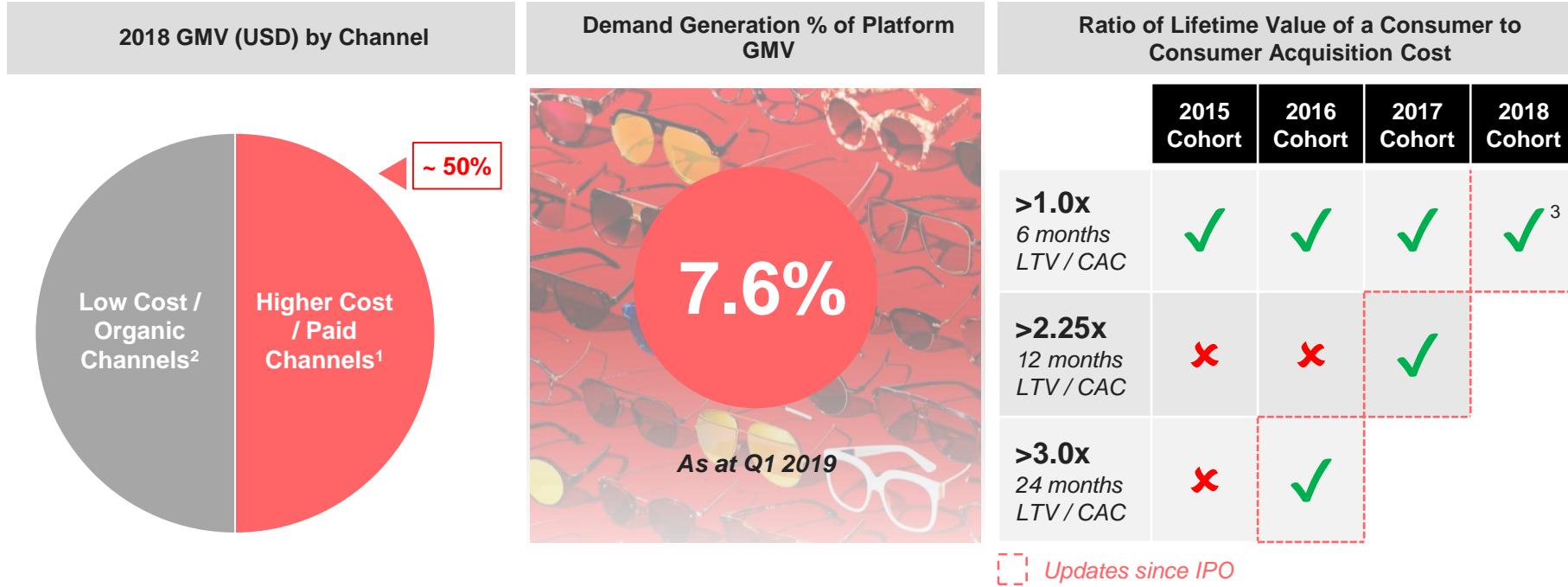
¹ GMV is inclusive of product value, shipping and duties and net of returns, value added taxes and cancellations.

² Non-IFRS financial measures, please refer to reconciliations to IFRS measures in the Appendix.

³ Excludes other items (outside the normal scope of our ordinary activities or non-cash items).

⁴ Defined as Platform Gross Profit (which is defined as gross profit, excluding In-Store Gross Profit) as a percentage of Platform Services Revenue.

Demand Generation Costs Driving Attractive Unit Economics



6 Amazing Things About FARFETCH



The world's only marketplace for luxury at **scale** with powerful network effects



Established partner relationships with the world's leading luxury sellers



Scalable and **global end-to-end logistics offering** from production to customer care



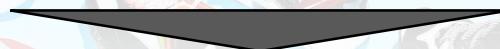
Purpose built technology platform with unique data capabilities



Highly curated team at the intersection of technology and fashion



Strong track record of **growth** and **financial discipline**, supported by **highly attractive unit economics**



Becoming a Category Leader in the Global Market

Our Mission

Farfetch exists for the Love of Fashion.
We believe in empowering individuality.

Our mission is to be the global technology platform for
luxury fashion, connecting creators, curators, and
consumers.

APPENDIX

Reconciliation of Non-IFRS Measures

(US D m)	Q1'18	Q1'19
Loss after tax	\$ (51)	\$ (109)
Net finance costs	15	23
Income tax expense	1	1
Depreciation and amortization	5	14
Share based payments	7	39
Other items ¹	-	2
Share of results of associates	-	(0)
Adjusted EBITDA	\$ (24)	\$ (30)

(US D m)	Q1'18	Q1'19
Revenue	\$ 126	\$ 174
Less: Platform Fulfilment Revenue	(23)	(28)
Adjusted Revenue	103	146
Less: In-store Revenue	(4)	(5)
Platform Services Revenue	\$ 99	\$ 142

DEFINITIONS

- Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted EPS, Adjusted Revenue and Platform Services Revenue are supplemental measures of our performance that are not required by, or presented in accordance with, IFRS. Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted EPS, Adjusted Revenue and Platform Services Revenue are not measurements of our financial performance under IFRS and should not be considered as an alternative to loss after tax, revenue or any other performance measure derived in accordance with IFRS.
- We define Adjusted EBITDA as loss after taxes before net finance costs/ (income), income tax (credit)/expense and depreciation and amortization, further adjusted for share based compensation expense, other items (represents items outside the normal scope of our ordinary activities) and share of results of associates. We define Adjusted EBITDA Margin as Adjusted EBITDA calculated as a percentage of Adjusted Revenue. We define Adjusted Revenue as revenue less Platform Fulfilment Revenue. We define Platform Services Revenue as Adjusted Revenue less In-Store Revenue.
- We caution investors that amounts presented in accordance with our definitions of Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted EPS, Adjusted Revenue and Platform Services Revenue may not be comparable to similar measures disclosed by other companies, because not all companies and analysts calculate Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted EPS, Adjusted Revenue and Platform Services Revenue in the same manner.

Reconciliation of Non-IFRS Measures (continued)

(U S D m)	Q1'18	Q1'19
Gross Profit	\$ 61	\$ 83
Less: In-Store Gross Profit ¹	(2)	(2)
Platform Gross Profit	59	81
Less: Demand Generation Expense	(19)	(31)
Platform Order Contribution	\$ 40	\$ 50

DEFINITIONS

- Platform Order Contribution is defined as Platform Gross Profit less demand generation expense. Platform Gross Profit, and Platform Order Contribution are not a measurements of our financial performance under IFRS and do not purport to be alternatives to gross profit or loss after tax derived in accordance with IFRS.
- We believe that Platform Gross Profit and Platform Order Contribution are useful measures in evaluating our operating performance because they take into account demand generation expense and are used by management to analyze the operating performance of our platform for the periods presented. We also believe that Platform Gross Profit and Platform Order Contribution are useful measures in evaluating our operating performance within our industry because they permit the evaluation of our platform productivity, efficiency and performance.

¹ In-Store Gross Profit is In-Store Revenue less the direct cost of goods sold relating to In-Store Revenue.

Marketplace: The Value Proposition

Personalized
Discovery and Shopping

3 Layer
Curation of Supply

**Rapid Delivery,
Localized** Service

World's Largest Selection of
Luxury Fashion

~8x
More SKUs Than the Closest
Competitor to Our Marketplace¹

>\$3.0bn
Seller's Stock Value²

100%
Control

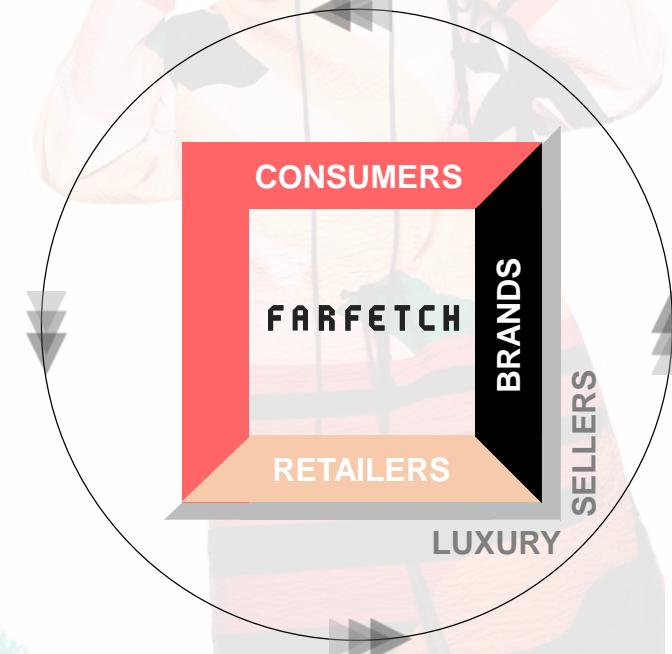
Plug & Play
Tech and Logistics

Innovation
Partner

Data
Access

**Industry Leading
Logistics & Tech**
Platform

Incremental
Global Demand



Network Effects